

CRISIS COMMUNICATIONS TRAINING



This interactive one-day course teaches participants how to deal with all aspects of Crisis Communication during an emergency or large-scale event. The course covers the following topics:

- Dealing with Traditional Media Outlets
- News Conferences – how to plan an effective news conference
- Media Releases – how to prepare appropriate media releases
- Social Media – the “good”; the “bad”; and the “ugly”. Real examples demonstrate how social media can both help and hinder operations
- Interviewing – live on camera practical exercises
- Interactive Media Scenarios – how effective Crisis Communication can make or break the public’s perception during an emergency
- Media Relations – how to handle media during the “what if...?” questions

Participants of this course will come away with the ability to confidently respond to the public and the media in stressful situations. This course is designed to be interactive with use of multimedia tools to keep your team engaged, including:

- on camera video interviews
- use of video examples to show your staff importance of communicating during and emergency
- the use of social media examples
- exercises to allow your staff actually perform duties

Course Outcomes:

- deal with the media and the public with confidence
- use social and traditional media to monitor and respond to public inquiries
- understand the importance of communicating during an emergency
- prepare spokespeople for media inquiries and interviews
- organize a press conference
- prepare organized and concise communications which are essential during the span of an emergency or large scale event

Your Facilitators:

This course is presented by the Loomex Group, professionals in the emergency management, planning and communications field. Each Loomex facilitator brings unique and diverse expertise to the group including from the fire and police sectors. Backed by a wealth of practical knowledge that combines over 50 years of experience, we develop training that is geared to your needs and expectations. Our training sessions are interactive and engaging. We are committed to delivering high-quality results to ensure that your organization is prepared to meet any emergency.

Training Date: Tuesday June 2, 2015

Time: Class starts at 8:30 AM to 4:30 PM Doors open at 8:00 AM

Location: Studio YPQ
550 Skyway Drive, Peterborough Airport

Plenty of free parking on the north side of the building.

From Airport Road turn Right onto Mervin Line then Left onto Skyway Drive. Studio YPQ is located in the Loomex building.

Cost: \$275 + HST= \$310.75 per person
Includes all materials and lunch will be provided.

Please let us know if you have any dietary restrictions.

To register: Contact Laura Lauzon, Coordinator, L4 Client Services
705-768-8343 or llauzon@L4clientservices.ca

Important Note: This training course may be eligible for the Canada-Ontario Job Grant which can provide a grant of 2/3's of the training cost.
Please visit <http://www2.tcu.gov.on.ca/eng/eopg/cojg/> to learn more and download the application.

*Approval of your COJG application must be received before the training takes place

Training Provider: The Loomex Group